7822453/2023/PROG-I-INC01

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Ind., & Com., Dept.,-PM Vishwakarma – Constitution of District Implementation Committee and State Monitoring Committee for effective implementation of PM Vishwakarma Scheme in State of Andhra Pradesh – Orders –Issued.

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INDUSTRIES AND COMMERCE (PROG-I) DEPARTMENT

G.O.Ms.No.75 Dated:24-08-2023

Read the following:-

1. Guidelines for implementation of 'PM Vishwakarma' issued by the Ministry of MSME, Government of India.
2. Virtual meeting held on 22.08.2023 with the Secretary, DFS, Secretary, MSDE and Secretary, MSME on the roll out of the PM Vishwakarma Scheme – Instructions of the Secretary, I&C, Govt. of AP.

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ORDER:

1. Introduction

1.1. A significant section of the work force of the Indian Economy consists of artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganised sector of the economy. These traditional artisans and crafts people are referred to as 'Vishwakarmas' and are engaged in occupations like blacksmiths, goldsmiths, potters, carpenters, sculptors, etc. These skills or occupations are passed from generation-to-generation following a guru-shishya model of traditional training, both within the families and other informal groups of artisans and crafts people.

1.2. In the above backdrop, the new scheme, called 'PM Vishwakarma', aims at improving the quality, as well as the reach of products and services of artisans and crafts people and to ensure that the Vishwakarmas are integrated with the domestic and global value chain. It is the goal of this Scheme to offer holistic end-to-end support to the Vishwakarmas, the artisans and craftspeople to enable them to move up the value chain in their respective trades.

1.3. PM Vishwakarma shall come into effect from 17th September, 2023.

2. Objective, Approach and Coverage

2.1 Objective

The objectives of the Scheme are as under:

a) To enable the **recognition of artisans and craftspeople as Vishwakarma** making them eligible to avail all the benefits under the Scheme.
b) To provide **skill up-gradation** to hone their skills and make relevant and suitable training opportunities available to them.

(P.T.O)

c) To provide **support for better and modern tools** to enhance their capability, productivity, and quality of products.
d) To provide the intended beneficiaries an **easy access to collateral free credit** and reduce the cost of credit by providing interest subvention.
e) To provide **incentive for digital transactions** to encourage the digital empowerment of these artisans and craftspeople.
f) To provide a **platform for brand promotion and market linkage** to help them access new opportunities for growth.

2.2 Coverage of Trades

The following trades will be initially covered under PM Vishwakarma Scheme for providing benefits to the artisans and craftspeople engaged in these trades (Table 1).

Table 1:

Trades initially covered under PM Vishwakarma and their Description

Trades: Initially the following 18 trades will be covered under PM Vishwakarma: (i) Carpenter (Suthar); (ii) Boat Maker; (iii) Armourer; (iv) Blacksmith (Lohar); (v) Hammer and Tool Kit Maker; (vi) Locksmith; (vii) Goldsmith (Sonar); (viii) Potter (Kumhaar); (ix) Sculptor (Moortikar, stone carver), Stone breaker; (x) Cobbler(Charmkar)/Shoesmith/Footwear artisan; (xi) Mason (Rajmistri); (xii) Basket/Mat/Broom Maker/Coir Weaver; (xiii) Doll & Toy Maker (Traditional); (xiv) Barber (Naai); (xv) Garland maker (Malakaar); (xvi) Washerman (Dhobi); (xvii) Tailor (Darzi); and (xviii) Fishing Net Maker.

The above list of trades may be updated and modified by National Steering Committee with the approval of Ministry for MSME, Government of India.

3. Benefits under PM Vishwakarma

PM Vishwakarma is a holistic Scheme that envisages to provide end-to-end support to the artisans and crafts people through the following components:

a) Recognition: PM Vishwakarma Certificate and ID Card
b) Skill Up-gradation
c) Toolkit Incentive
d) Credit Support
e) Incentive for Digital transactions
f) Marketing Support

Eligible beneficiary will be given a PM Vishwakarma Certificate and ID Card. Following incentives can be availed by the eligible beneficiaries

1. Toolkit incentive - ₹15,000/-
2. Incentive for digital transaction - @ ₹1/- per transaction promotion for a maximum of 100 transactions (monthly).

Skill Up-gradation

3. Basic skill training - stipend of ₹500/- per day.

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4. Advanced skill training - stipend of ₹500/- per day (after completion of basic skill training)

Credit Support

5. Collateral free **loan upto ₹1 lakh with 18 months repayment tenure** –Post completion of basic skill training.
6. Second tranche of **loan upto ₹2 lakh with the repayment tenure of 30 months** – for Skilled beneficiaries who maintain a standard loan account and have adopted digital transactions or have taken advanced skill training.
7. **Concessional rate of interest** chargeable from beneficiaries for loans will be **fixed at 5%.** The interest subvention by Government of India will be to the extent of 8% and provided upfront to the banks.

Marketing support

Quality certification, branding, on-boarding on ecommerce and GeM platform, advertising, publicity and other activities would be extended to beneficiaries to improve their linkage to domestic and global value chains.

4. Eligibility

(i) An artisan or craftsperson working with hands and tools and engaged in one of the above family-based traditional trades specified above, in the unorganized sector on self- employment basis, shall be eligible for registration.

(ii) The benefits shall be restricted to one member per family and the definition of the family includes husband, wife and unmarried children.

(iii) The minimum age of the beneficiaries should be 18 years on the date of registration.

(iv) He/she should be engaged in one of the 18 family-based traditional trades on the date of registration and should not have availed loans under similar credit based schemes for self- employment/business development in the past 5 years, e.g. PMEGP and PM SVANidhi of Central Government or State Government. However, the beneficiaries of MUDRA and PM SAVNidhi who have repaid their loan will be eligible under PM Vishwakarma.

(v) **Should not have** availed loans under similar credit-based schemes for self- employment/business development in the past 5 years, e.g. PMEGP and PM SVANidhi of Central Government or State Government.

(vi) A person in Government service and her/his family members **shall not be eligible** under the Scheme.

5. REGISTRATION PROCESS

1. Beneficiaries will be registered on an Aadhar authenticated web portal.
2. Registrations shall be done through Common Service Centres of MeitY through biometric authentication. Details of the beneficiary will be

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verified by Head of Gram panchayat/Executive head of urban local body(Commissioner).

3. District Implementation Committee will finally vet and recommend the list of beneficiaries.
4. The Screening Committee of officers drawn from MSME, MSDE, State Lead Bankers will oversee the registration process in each State and will accord the final approval.
5. An online monitoring system or dashboard shall be put in place for real time monitoring.

6. Implementation Framework:

MSDE and DFS will be the co-executors of the Scheme along with Ministry of MSME. A three-tier Implementation Framework at the National, State and District levels, i.e. the National Steering Committee, State Monitoring Committee and District Implementation Committee, respectively has been set up for implementation of PM Vishwakarma. An online monitoring system or dashboard shall be put in place for real time monitoring.

1. **National Steering Committee (NSC) -** shall be the Apex Committee constituted by the MoMSME. The NSC will be empowered to take all major policy and strategy decisions with respect to the implementation of the Scheme and approve any modifications required in the Scheme inclusion of further categories of trades. The committee meeting will be convened at least twice a year for a Scheme-level review, course corrections or to discuss any other agenda as deemed important in the opinion of the committee, as per the requirement.

2. **State Monitoring Committee(SMC) -** shall be responsible for operational implementation and monitoring of the Scheme at the state level, it will also act as a bridge between NSC and field level setup. The committee shall be convened once in every quarter or as per the requirement to discuss all the operational and ground- level implementation matters under the Scheme.

3. **District Implementation Committee (DIC) –**shall be responsible for the actual roll-out and implementation of the Scheme at field level and will coordinate with Development and Facilitation Officers (DFOs) of MoMSME, State Government and other committees.DIC shall also furnish details on targets and achievements periodically.

A State Monitoring Committee (SMC) and District Implementation Committee(DIC) are hereby constituted with the following responsibilities and members

The functions of State Monitoring Committee shall include following roles and responsibilities –

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1. The committee shall be convened once in every quarter or as per the requirement to discuss all the operational and ground-level implementation matters under the PM Vishwakarma Scheme.
2. SMC will monitor and oversee the progress made on beneficiary registrations, incentive disbursement, credit facilitation at state level in coordination with related Implementing agencies (IA).
3. The committee will make representation from the state in the National Steering Committee meetings, to update on the progress made and also seek assistance in cases, where bottlenecks are identified or where specific need is identified.
4. The committee through DIC and field level agencies will ensure maximum promotion of the scheme and related benefits to the scheme beneficiaries.
5. Powers to constitute a screening committee for the purpose of validation and approval of beneficiary registrations forwarded by DICs.

Composition of the State Monitoring Committee:

S.No	Member Designation	Role
1.	Spl. CS/ Prl. Secy.,/Secy., to Government Industries & Commerce Department	Chairman/State Nodal Officer
2.	Commissioner of Industries	Member Convener
3.	Spl. CS/ Prl. Secy.,/Secy., to Government, Municipal Administration & Urban Development Department	Member
4.	Spl. CS/ Prl. Secy.,/Secy., to Government, Panchayat Raj & Rural Development Department.	Member
5.	Spl. CS/ Prl. Secy.,/Secy., to Government, ITE&C Department	Member
6.	Spl. CS/ Prl. Secy.,/Secy., to Government, LFB & IMS Department	Member
7.	Managing Director, AP State Skill Development Corporation	Member
8.	Representative of M/o MSME, GoI - Development &Facilitation Officer	Member
9.	Convener, SLBC	Member

District Implementation Committee (DIC)

The functions of District Implementation Committee shall include following roles andresponsibilities:–

1. Verification of beneficiary registrations received from Gram panchayat or ULB.
2. Mobilization of registered beneficiaries for Basic and Advanced Training as applicable.
3. Furnish details on targets and achievements periodically to SMC.

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4. Support in on-ground monitoring of Scheme performance through monitoring visits and highlight areas of concerns (if any) to the SMC.
5. Work in coordination with MSME associations, Implementing Agencies (IA) to promote scheme outreach at grassroots level and identification of target beneficiaries.

Composition of the District Implementation Committee:

S.No	Member Designation	Role
1.	District Collector	Chairman
2.	General Manager/ District Industries Officer (DIO), DIC	Member Convener
3.	Municipal Commissioner of District Headquarters	Member
4.	Project Director, DRDA and District Panchayat Officer	Member
5.	Representative of MSME-DFO	Member
6.	District Skill development officer (DSDO), APSSDC	Member
7.	Lead District Manager (LDM)	Member
8.	District In-charge, Village Secretariat Ward Secretariat (VSWS) Department	Member
9.	Two/Three practitioners/ domain experts to be co-opted by the District Implementation Committee on honorary basis, with prior approval of National Steering Committee.	Member

1. Department of /MSME/Industries/Cottage Industries through DICs
2. Department of Panchayati Raj
3. Department of Skill Development
4. KVIBs
5. Any other entity of State Governments that is recommended for addition by the respective State Governments

(B) List of Implementing Partners

State Government

1. Department of Finance
2. Department of IT through Common Service Centers (CSCs)

Further details of the scheme are furnished in the website www.pmvishwakarma.gov.in

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

DR. K S JAWAHAR REDDY
CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Industries, Mangalagiri.

Contd... ..7

7822453/2023/PROG-I-INC01

The Municipal Administration & Urban Development Department,
AP Secretariat Velagapudi.
The Finance Department, AP Secretariat Velagapudi.
The Panchayat Raj & Rural Development Department,
AP Secretariat Velagapudi.
The ITE&C Department, AP Secretariat Velagapudi.
The Labour, Factories, Boilers & Insurance Medical Services Department,
AP Secretariat Velagapudi.
The Skills Development & Training Department,
AP Secretariat Velagapudi.
The Village Secretariat Ward Secretariat (VSWS) Department,
AP Secretariat Velagapudi.
All the District Collectors.
The MSME - Development & Facilitation Office, Ministry of MSME,
GoI, Hyderabad/Visakhapatnam.
The Convener, State Level Bankers Committee, Vijayawada.
All General Managers/ District Industries Officers, DIC.
The Municipal Commissioner of District Headquarters.
All the Project Directors, DRDA.
All the District Panchayat Officers.
All the District Skill Development Officers (DSDO), APSSDC.
All the Lead District Managers (LDM).
All the District In-charge,
Village Secretariat Ward Secretariat (VSWS) Department.
The Public Enterprises Department.
The Commissioner of Handloom & Textiles, Yerrabalem.

Copy to:

The Secretary, Ministry of Commerce and Industry, GoI, New Delhi.
OSD to Hon'ble Minister for Industries.
P.S to Chief Secretary to Government.
P.S to Spl. CS to Government, Finance Department.
P.S to Spl. CS to Government, MA & UD Department.
P.S to Spl. CS to Government, PR & RD Department.
P.S to Prl. Secretary to Government,
Skills Development & Training Department.
P.S to Prl. Secretary to Government, VSWS Department.
P.S to Prl. Secretary to Government, H&T.
P.S to Secretary to Government & CIP, I&C Department.
P.S Secretary to Government, ITE&C Department.
Sf/Sc

// FORWARDED:: BY ORDER//

K-Roja

SECTION OFFICER